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YOU AND YOUR CLOTHES Personal Appearance



BEAUTY REALLY IS SKIN DEEP

Beverly Rhoades*



Although a "fountain of youth" is only a dream, your skin **can** be soft, healthy and younger looking with proper care.

The keys to beautiful skin are cleanliness and moisture.

Dirt and oil collect on the skin. Washing off dirt and oil allows the skin to "breathe." To keep skin beautiful and healthy, bathe or shower daily with a mild soap.

The supply of oil which keeps your skin soft and wrinkle free decreases as the years go by. A small amount of oil or lotion in bath water or applied after bathing helps keep the skin moist. Your skin, just like a leaf, dries and cracks without moisture.

The face deserves special care. If skin is oily, carefully wash the face and neck with a mild soap. Rinse with warm water, then cold. Gently pat dry with a soft towel.

Dry skin may welcome an inexpensive cleansing cream. Apply gently to face and neck with upward and circular motions as shown in the diagram. Be especially careful not to stretch the skin around the eyes.

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Rinse skin after cleansing with a refresher such as lemon juice and water solution to remove soap film and dirt left behind.



Apply cream or lotion to face to replace moisture lost in cleansing. Mineral oil, petroleum jelly, baby oils and baby lotions are inexpensive. To save money on skin care products, avoid fancy containers, perfumed products and highly advertised brands.



Hands, elbows, knees, heels and legs may need special care. Petroleum jelly works wonders on these areas.



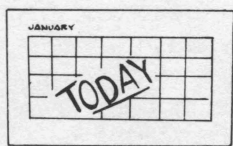
Other reminders:

Eat a balanced diet, especially green and yellow vegetables.

Get plenty of exercise.

Get plenty of sleep.

Protect skin from sun's rays.



Begin taking special care of your skin now.

Be cheerful! A smile makes any face more beautiful.

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